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Dated: June 23, 2008

Signature:

  
(Donna Dobson)

Docket No.: 65003/P002US/10312242  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Ajay R. Bam et al.

Application No.: 10/691,459

Confirmation No.: 7339

Filed: October 22, 2003

Art Unit: 3688

For: SYSTEM AND METHOD OF GENERATING,  
DISTRIBUTING, AND/OR REDEEMING  
PROMOTIONAL OFFERS USING  
ELECTRONIC DEVICES

Examiner: J. W. Myhre

**AMENDMENT AFTER FINAL ACTION UNDER 37 C.F.R. 1.116**

MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated April 22, 2008, finally rejecting claims 1-5, 7-14, 16-22, 26-41, 44-50, and 52-73, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 13 of this paper.